THE AMENDMENTS

Please cancel claims 5, 12, 14, 26-27 and 49-50.

In the Claims:

1. (Currently Amended) An Internet message delivery method, comprising:

    (a) logging in a first viewer from one or more viewing stations, wherein said viewing station further comprises a personal computer operatively connected to the Internet;

    ([[a]]b) delivering viewing behavior information of the first viewer from one or more viewing stations which the first viewer is using to a processing system, wherein the processing system and the viewing station are operatively connected to each other through the Internet;

    ([[b]]c) delivering demographic information regarding the first viewer to the processing system;

    (d) logging in a second viewer from one or more viewing stations of (a);

    ([[c]]e) delivering viewing behavior information of a second viewer from one or more viewing stations which the second viewer is using to the processing system;

    ([[d]]f) delivering demographic information regarding the second viewer to the processing system;

    ([[e]]g) processing at the processing system the ~~first viewer~~ viewing behavior information of the first viewer and demographic information regarding the first viewer delivered to the processing system to select a first viewer multimedia message targeted to the first viewer;

    ([[f]]h) processing at the processing system the ~~second viewer~~ viewing behavior information of the second viewer and demographic information regarding the second viewer delivered to the processing system to select a second viewer multimedia message targeted to the second viewer; and

    ([[g]]i) delivering the first viewer multimedia message to a viewing station of the first viewer.

2-4.   (Cancelled)

5.   (Cancelled)

6.   (Currently Amended) The method of claim 1 wherein (a) includes the viewing behavior defining first viewing behavior and the using is at a first use time, and ([[e]]g) includes the message defining a first message; and further comprising:

([[h]]j) delivering second viewing behavior information of the first viewer from a viewing station, which the first viewer is using at a second use time after the first use time, to the processing system, wherein the viewing station is operatively connected to the processing system through the Internet;

([[i]]k) processing, at the processing system, at least the ~~first viewer~~ demographic information of the first viewer and the ~~first viewer~~ second viewing behavior information of the first viewer to select a first viewer multimedia second message; and

([[j]]l) delivering the second message to a viewing station of the first viewer for viewing thereat.

7.   (Currently Amended) The method of claim 6 wherein ([[j]]l) includes delivering the second message during the delivery of multimedia content to the viewing station of the first viewer.

8.   (Currently Amended) The method of claim 7 wherein ([[i]]k) includes the processing being independent of the multimedia content.

9.   (Previously Presented) The method of claim 1 further comprising delivering the second viewer multimedia message to a viewing station of the second viewer.

10.   (Currently Amended) The method of claim 1 wherein ([[g]]i) includes delivering the message with multimedia content to the viewing station of the first viewer.

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11. (Currently Amended) The method of claim 1, wherein ([[a]]b) includes the viewing behavior information including downloading speed information of the viewing station which the first viewer is using.

12. (Cancelled).

13. (Currently Amended) The method of claim 12 wherein ([[a]]b) includes the viewing station including a video-on-demand system.

14. (Cancelled)

15. (Previously Presented) The method of claim 1 wherein the first multimedia message is a video message.

16. (Previously Presented) The method of claim 1 wherein the viewing behavior is video viewing behavior.

17. (Currently Amended) The method of claim 1 wherein ([[a]]b) includes the viewing behavior information including the time of viewing by the first viewer.

18. (Currently Amended) The method of claim 1 wherein ([[a]]b) includes the viewing behavior information including the length of viewing time of the first viewer at the viewing station.

19. (Currently Amended) The method of claim 1 wherein ([[g]]i) includes presenting the first viewer multimedia messages when there is a break in the availability of the multimedia content for presentation at the viewing station.

20. (Currently Amended) The method of claim 1 wherein ([[g]]i) includes delivering the first viewer multimedia message to the viewing station simultaneously with the delivery of the multimedia content thereto.

21. (Currently Amended) The method of claim 1 wherein ([[g]]i) includes pre-caching the first viewer multimedia message for presentation at the viewing station when multimedia content to be viewed is generally not available for presentation.

22. (Previously Presented) The method of claim 1 wherein the multimedia content is not available because a sufficient amount thereof has not been downloaded.

23. (Currently Amended) An Internet message delivery system, comprising:

a log-on system on a viewing station, wherein the viewing station further comprises a personal computer operatively connected to the Internet;

a processing system operatively connected to the viewing station through the Internet, wherein viewing information on the viewing of multimedia content of a first viewer and demographic information of the first viewer is delivered to the processing system through the Internet and wherein the processing system uses the viewing information and the demographic information to select a desired sponsored video message;

means for delivering to the processing system viewing information on the viewing of multimedia content by a first viewer;

means for displaying, through the Internet, at [[a]]the viewing station multimedia content for viewing by the first viewer;

wherein the processing system uses the viewing information to select a desired sponsored video message;

means for delivering demographic information about the first viewer to the processing system;

wherein the processing system also uses the demographic information to select the desired message; and

means for delivering the message to a viewing station <u>through the Internet</u> for viewing by the first viewer in conjunction with the viewing by the first viewer of the multimedia content.

24.   (Cancelled)

25.   (Currently Amended) The system of claim 23 further comprising:

means for delivering second-viewer demographic information on a second viewer to the processing system;

means for delivering to the processing system second-viewer viewing information on the viewing by the second viewer of multimedia content;

means for displaying at a viewing station multimedia content<u>through the Internet</u> for viewing by the second viewer;

wherein the processing system uses the second-viewer demographic information together with the second-viewer viewing information to select a desired second-viewer sponsored video message different from the message for the first viewer; and

means for delivering the second-viewer message to a viewing station<u> through the Internet</u> for viewing by the second viewer in conjunction with the viewing by the second viewer of the multimedia content.

26-27. (Cancelled)

28.   (Previously Presented) The system of claim 23 wherein the viewing information includes viewing information on the first viewer every time the first viewer logs onto the processing system and views multimedia content.

29.   (Previously Presented) The system of claim 23 further comprising means for pre-caching the message for presentation when the multimedia content is at least substantially not available for presentation at the viewing station.

30. (Previously Presented) The system of claim 29 wherein the pre-caching means is at the viewing station.

31. (Currently Amended) A message delivery system, comprising:

a log-on system on first and second viewing stations, wherein said viewing stations are operatively connected through the Internet to:

a multimedia content server;

a message server including a plurality of different sponsored video messages; and

a processing server which processes multimedia viewing information about a first viewer and therefrom selects a first message from the plurality of messages;

wherein the processing server also processes demographic information of the first viewer to select the first message;

the first station presenting the first message from the message server and multimedia content from the multimedia content server for viewing by the first viewer;

the processing server processing multimedia viewing information about a second viewer and therefrom selecting a second message from the plurality of messages;

wherein the processing server also processes demographic information of the second viewer to select the second message; and

the second station presenting the second message from the message server and multimedia content from the multimedia content server for viewing by the second server.

32. (Cancelled)

33. (Previously Presented) The system of claim 21 further comprising a recipient assembly which presents viewer/viewing information transmitted thereto by the processing server.

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34.   (Currently Amended) A processing server programmed to:

receive multimedia first-viewer viewing information and first-viewer demographic information relative to a first-viewer;

process the multimedia first-viewer viewing information and first-viewer demographic information to obtain first processed information, and associate the first processed information with a first sponsored video message from a database of messages for delivery to a first viewing station through the Internet for viewing by the first-viewer together with multimedia;

receive second-viewer multimedia viewing information and second-viewer demographic information relative to a second viewer; and

process the multimedia second-viewer viewing information and second-viewer demographic information to obtain second processed information and associate the second processed information with a second sponsored video message from the database for delivery to a second viewing station for viewing by the second-viewer together with multimedia, wherein said processing server and said first and second viewing stations are operatively connected through the Internet.

35.   (Cancelled)

36.   (Previously Presented) The server of claim 34 further programmed to transmit viewer/viewing information to a recipient assembly for presentation to a recipient.

37.   (Currently Amended) A processing server, comprising:

means for receiving through the Internet first-viewer demographic information and first-viewer multimedia viewing information, both relative to a first viewer;

means for processing the first-viewer informations demographic information and first-viewer multimedia viewing information to obtain a first signal for delivery to a message server for selecting therefrom a desired first sponsored video message, the

first message to be viewed by the first viewer at a viewing station logged onto by said first viewer;

means for receiving through the Internet second-viewer demographic information and second-viewer multimedia viewing information, both relative to a second viewer; and

means for processing the second-viewer informations demographic information and first-viewer multimedia viewing information to obtain a second signal for delivery to the message server for selecting therefrom a desired second sponsored video message, the second message to be viewed by the second viewer at a viewing station logged onto by said second viewer.

38. (Previously Presented) The server of claim 37 further comprising means for delivering viewer/viewing information to a recipient assembly for presentation to a recipient.

39. (Previously Presented) A presentation delivery method, comprising:

(a)   logging in by a user to a viewing station;

([[a]]b) delivering a sponsored message over the Internet to [[a]]the viewing station;

([[b]]c) pre-caching the delivered message at the viewing station;

([[c]]d) delivering multimedia content over the Internet to the viewing station;

([[d]]e) presenting the delivered multimedia content at the viewing station; and

([[e]]f) presenting the pre-cached message at the viewing station at a time when the multimedia content is at least substantially not available.

40. (Previously Presented) The method of claim 39 wherein ([[c]]d) is at the same time as ([[e]]f).

41. (Cancelled)

42. (Previously Presented) The method of claim 39 wherein the multimedia content is not available because a sufficient portion of the multimedia content has not been pre-cached.

43. (Previously Presented) The method of claim 39 wherein the multimedia content is not available because ([[c]]d) includes a break in the delivering of the multimedia content.

44. (Currently Amended) A presentation delivery method, comprising:
    (a) pre-caching a sponsored message at a viewing station operatively connected to the Internet;
    (b) loading from the Internet at least a portion of multimedia content at the viewing station;
    (c) during (b), presenting the sponsored message from the Internet at the viewing station to a viewer;
    (d) after (c), presenting the multimedia content through the Internet at the viewing station to the viewer.

45. (Previously Presented) The method of claim 44 further comprising before (a), obtaining information relative to the viewer and based on the information, selecting the message so as to be specifically targeted to that viewer.

46. (Previously Presented) The method of claim 45 wherein the information includes prior multimedia viewing information of the viewer.

47. (Previously Presented) The method of claim 46 wherein the information further includes demographic information on the viewer.

48. (Previously Presented) The method of claim 44 wherein the sponsored message is a video message.

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49-50. (Cancelled)